



**ENHANCED MUNICIPAL SERVICES DISTRICT COMMISSION
ONE CIVIC CENTER
7447 E. INDIAN SCHOOL ROAD
SCOTTSDALE, ARIZONA
MAY 19, 2004
MINUTES**

PRESENT: Scudder Gookin, Jr., Chairman
Paul Piazza, Vice-Chairman
Marilyn Atkinson, Commissioner
Anselm Bischoff, Commissioner
Bambi Johnson, Commissioner

ABSENT: Todd Iacono, Commissioner
Steven Scholz, Commissioner

STAFF: Michelle Korf, Deputy Director
Sahler Hornbeck, Downtown Group
Renita Linyard, Administrative Assistant

OTHERS
PRESENT: Frank Maguire, 5th Avenue Merchants Association
Representatives from local marketing firms

CALL TO ORDER

Chairman Gookin called the regular meeting of the Enhanced Municipal Services District Commission to order at 5:50 p.m.

ROLL CALL

A formal roll call confirmed members present as stated above.

APPROVAL OF MINUTES

A MOTION WAS MADE BY COMMISSIONER PIAZZA TO APPROVE THE MINUTES OF THE APRIL 21, 2004 MEETING AS PRESENTED. THE MOTION WAS SECONDED BY COMMISSIONER JOHNSON AND PASSED UNANIMOUSLY.

FY 2005 BUDGET

Mr. Hornbeck provided a short update as to the process by which the Commission will recommend a budget to the Council. He reported the Commission would act on the draft budget at the June Commission meeting and make a recommendation to the City Council. The City Council will consider the budget on June 22, 2004.

He reported the reason for the assessment is to generate funds to pay for marketing, promotion and advertizing for the downtown. The assessment is billed as a part of semiannual property tax statements. He reviewed the assessment rates and discussed how they are calculated. He further reported each of the property owners has 20 days to object to the statement they receive. They can protest the amount or the type of use but they cannot protest the existence of the taxing district. The final budget that will be presented to the Commission will be approximate to within about 5% of the actual amount collected. The actual amount of funds available for expenditure will be based on the resolution of any protests that may occur and the amount of funds actually collected.

Commissioner Piazza inquired how many properties the assessment goes out to. Mr. Hornbeck replied a little over 200 property owners.

RESORT TROLLEY

Ms. Korf explained that a representative from the Transportation Department was unable to attend this meeting to discuss the Resort Trolley Demonstration Project. She reported the resort community approached the CVB and the city to partner in having a resort trolley system run along the Scottsdale Road and Lincoln Road corridors. She further reported the city is in the process of purchasing a new trolley that will be used for this demonstration project. The trolley would stop at 15 to 16 properties and run six days a week from 11:00 a.m. to 6:00 p.m. and on Thursday nights from December through the end of April or May. She noted that currently the participating properties are the resorts, Fashion Square, and Borgata. She also noted that the EMSD Commission will be asked to participate as well using funds from the district assessment.

She reported that this is a demonstration project that would be conducted for one season. At the end of the season, there would be an evaluation to determine whether the resort trolley was successful and to determine whether there is interest in continuing the program. She further reported the estimated financial participation would range between \$450 - \$750 a month distributed equally among the participants.

She stated discussion of this item would be placed on next month's agenda for the Commission to consider participation on the demonstration project.

Chairman Gookin inquired if the resort trolley would stop somewhere near where the other trolleys run so that people could get around. Ms. Korf reported the route has not been determined but that would make sense.

Commissioner Piazza recommended that the City of Scottsdale get Scottsdale Road finished.

Commissioner Atkinson inquired if the trolley would go south of Osborn. Ms. Korf replied that she did not know. She reported they would discuss the route at the June meeting.

AREA GRANTS

Ms. Korf reported that included in the Commission packet was the draft guidelines and applications for the area grants program that includes criteria and description of event forms that would be filled out by the applicant. She requested feedback on the draft guidelines.

Ms. Korf noted that it is likely that applications would come in throughout the year and that the award of area grants would be a standing agenda item for several Commission meetings.

Mr. Hornbeck explained that the Area Grants Committee last fall agreed that events that were submitted for the area grant funding for July 8th of this coming year those events would be approved but the money would come from the 2005 budget. There will be expenses related to the Summer Spectacular Art Walk and the Ice Cream Social.

Commissioner Johnson inquired if there was still 2004 money left over. Ms. Korf replied in the affirmative. She explained that some of the merchants associations have not spent all of the area grant money and those funds would carry over to the FY2005 funds.

Chairman Gookin requested staff provide the Commission with information on the prior commitments at the next meeting.

Chairman Gookin requested the commissioners' review the draft criteria and provide their feedback to Ms. Korf. It was discussed that the draft criteria should be reviewed by the Merchants Associations to allow them to provide feedback.

MARKETING PLAN FOR FISCAL YEAR 2005

Ms. Korf requested feedback on the draft of next year's marketing plan. She explained that she took the commissioners' comments and incorporated them into the marketing

plan. She recommended that before the Commission takes a formal vote on finalizing the marketing plan they would benefit from the expertise of the marketing consultant in reviewing the FY 05 goals and objectives.

Chairman Gookin stated that he would suggest after the commissioners' have had the opportunity to digest the information they provide their feedback to Ms. Korf.

Commissioner Atkinson suggested they contact the CVB to get some general figures.

Ms. Korf stated the Commission should start thinking about major events and how to tag on and develop strategies to allow coordination and how to take advantage of major events such as the Rock 'N Roll Marathon.

MARKETING WORKING GROUP UPDATE

Commissioner Johnson provided an update on the latest efforts by the working group. She reported the group reviewed the new printing of the Scottsdale Downtown Map and directory. They also discussed outreach for sports programs.

Ms. Korf passed an email that outlined some items that need the Commission's attention. She explained that because the marketing consultant is not in place Mr. Hornbeck would like to work with the Marketing Working Group regarding some advertising deadlines that are coming up this summer. Mr. Hornbeck reported if they want to advertise in the Quick Guide the contract has to be signed by June 7th. He noted the quarterly cost is \$2,200. A discussion ensued regarding exploring other publications that were similar to the Quick Guide. It was noted that the Quick Guide is beneficial and well-distributed. The question was asked if the \$2,200 was the best negotiated rate. The consensus of the Commission was that this decision would be left up to the Marketing Working Group.

Commissioner Piazza stated he would like more information on the City View and room TV advertising.

MARKETING PROCUREMENT

Chairman Gookin stated that after consulting with Michelle about the Commission's preferences for administering the area grants at the April meeting, he felt it best that the RFP for the marketing consultant should be revised to assign this responsibility to the consultant. In order to maintain the schedule, Chairman Gookin asked Michelle to make these changes right away.

Ms. Korf reported the RFP is out on the streets and proposals are due by June 3, 2004. When all of the proposals are in she would reassemble the selection panel to evaluate the proposals. She further reported they will be on an aggressive schedule to make the July 6th City Council meeting. She explained the selection panel would make a recommendation to the full Commission at the June 16th meeting.

STAFF UPDATE

Ms. Korf stated the Commission's idea for a EMSD newsletter was so popular that it has been expanded to beyond an update of marketing activities and include other downtown highlights. The newsletter is in production and will go out in June. She further stated it is a quarterly newsletter and, since this publication goes beyond communicating marketing activities, will not come out of the EMSD budget.

FUTURE AGENDA ITEMS

Ms. Korf stated the next meeting is scheduled for June 16, 2004. There will be several action items for the Commission's consideration.

ITEMS FROM THE FLOOR

Frank Maguire reported the City Council approved the South Canal Bank Project. He further reported that construction has started on the 5th Avenue parking garage.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Enhanced Municipal Services District Commission was adjourned at 7:10 p.m.

Respectfully Submitted

"For the Record" Court Reporters